Matrix Fitness partners with award-winning marketing consultancy to offer bespoke customer solutions

Wednesday 15 October, 2014

Leading global fitness equipment supplier, Matrix Fitness has teamed up with award-winning marketing consultants, Emerald Frog Marketing, to offer Matrix customers a range of standalone marketing options and bespoke marketing packages as part of its total service solution.

Gemma Bonnett, Head of UK Marketing at Matrix Fitness, commented on the partnership:

"Time and again we are approached by customers who are in need of support to drive sales while they focus on their core activity, but want to avoid the fixed costs associated with an in-house resource. Our alliance with Emerald Frog Marketing lets them do exactly that, by enabling customers to access the skills they need to fit their budget and goals.

"The support available is scalable – ranging from the generation of a one-off press release, to the creation of adverts and longer term 'loyalty' packages for clubs that require an ongoing, all-encompassing solution – making this an ideal choice for any size facility."

'Smart' and 'Power' options have been developed to provide support for health club launches, and to ensure that clubs are making the right decisions in terms of their marketing output. Each package; from social media support to the development of strategic marketing plans, can be combined to create a launch package to suit the specific marketing needs of each individual fitness facility.

Alternatively, once the club has been launched, or for existing health clubs requiring ongoing support, the Matrix 'Loyalty' option has been developed to provide a range of packages that assist with customer engagement, essential for attracting and retaining members.

The Emerald Frog Marketing team – which received Highly Commended status at the national Sports Trade Awards 2013 – has extensive experience within the fitness industry. They make it their business to know their clients' business, in order to ensure that they are perfectly primed to recommend and implement appropriate marketing solutions that will push Matrix' customers ahead of the competition.

Director at Emerald Frog Marketing, Jo Evans, commented:

"We are thrilled to be working alongside Matrix to deliver our marketing packages and we are looking forward to making a difference to the way health clubs promote their products and services, both on a local and national level. This partnership aims to provide the industry with some much needed marketing expertise, helping clubs to make the most of their facilities and services and communicate more effectively with their members."

Further details about the packages are available on request – visit the Matrix Fitness website.

Media:

Related Sectors:

Health :: Media & Marketing ::

Related Keywords:

Matrix :: Fitness :: Marketing :: Health :: Clubs :: PR :: Emerald Frog ::

Scan Me:

Company Contact:

_

Emerald Frog Marketing Ltd

T. 08454595665
E. info@emeraldfrog.co.uk
W. https://www.emeraldfrog.co.uk

View Online

Additional Assets:

Newsroom: Visit our Newsroom for all the latest stories:
https://www.emeraldfrog.pressat.co.uk